

Industry and Enterprise Research II

Syllabus Number

MAN-308

Elective

2 credit

ISAMU,SEKINE

1. Course Description

In this course, we will learn ICT industry and MEGA ICT companies. Since the beginning of 21st century, Mega ICT companies such as GAFAM and BAT have occupied Top 10 of the World Market Capitalization Ranking. These Mega ICT companies have disrupted the established and old-fashioned firms as "Digital Disruptors", but they have enhanced benefits of individual consumers at the same time. In the fall semester, we will learn the basic nature of ICT and explore their key factors for success towards the post-COVID19 era through deployment of SWOT analysis, 5 force analysis and business model canvas.